AMENDED CLAIM SET

The claims have been amended as set forth in the following listing of the claims:

1. (Currently Amended) An image sensing apparatus, comprising:

an image sensing device for sensing an image of a subject and outputting image data representing the image of the subject;

a display control unit for controlling a display unit in such a manner that the image of the subject represented by the image data output from said image sensing device will be displayed on a display screen, the display control unit also displaying, on the image of the subject, a mark indicative of a center point of an electronic zoom area prior to initiation of a designating operation of the electronic zoom area by a user~~designation of the electronic zoom area~~, the center point of the electronic zoom area being different from a center point of the image of the subject;

a designating unit for designating the electronic zoom area;

an electronic zoom device that electronically magnifies the image in the designated electronic zoom area;

a light-emission control unit for controlling a strobe light-emission device in such a manner that the strobe light-emission device illuminates precisely a position of a subject that corresponds to the center point of the designated electronic zoom area; and

a recording control unit for recording, on a recording medium, image data output from said image sensing device and data indicating position of the electronic zoom area or image data representing the image within the electronic zoom area.

2. (Currently Amended) An image sensing method comprising:

sensing an image of a subject and outputting image data representing the image of the subject;

displaying the image of the subject represented by the obtained image data on a display screen of a display unit;

displaying, on the image of the subject, a mark indicative of a center point of an electronic zoom area prior to initiation of a designating operation of the electronic zoom area by a user~~designation of the electronic zoom area~~, the center point of the electronic zoom area being different from a center point of the of the image of the subject;

designating the electronic zoom area;

electronically magnifying the image in the designated electronic zoom area;

illuminating, with strobe light, precisely a position of a subject that corresponds to the center point of the designated electronic zoom area; and

recording, on a recording medium, image data obtained by image sensing and data indicating position of the electronic zoom area or image data representing the image within the electronic zoom area.

Claims 3-4 (Canceled)

5. (Previously Presented) The image sensing apparatus of claim 1, wherein said apparatus is a digital still camera.

6. (Previously Presented) The image sensing apparatus of claim 5, wherein said designating unit is a zoom-area designating switch of said digital still camera.

7. (Previously Presented) The image sensing apparatus of claim 1, wherein the electronic zoom device electronically magnifies the image in the designated zoom area by changing a downsampling ratio.

8. (Currently Amended) An image sensing apparatus, comprising:

an image sensing device for sensing an image of a subject and outputting image data representing the image of the subject;

a display control unit for controlling a display unit in such a manner that the image of the subject represented by the image data output from said image sensing device will be displayed on a display screen, the display control unit also displaying, on the image of the subject, a mark indicative of a center point of an electronic zoom area prior to initiation of a designating operation of the electronic zoom area by a user~~designation of the electronic zoom area~~, the center point of the electronic zoom area being different from a center point of the image of the subject;

a designating unit for designating the electronic zoom area;

a light-emission control unit for controlling a strobe light-emission device in such a manner that the strobe light-emission device illuminates precisely a position of a subject that corresponds the center point of the designated electronic zoom ~~area ; and~~ area; and

a recording control unit for recording, on a recording medium, image data output from said image sensing device and data indicating position of the electronic zoom area or image data representing the image within the electronic zoom area.

9. (Currently Amended) An image sensing apparatus, comprising:

an image sensing device for sensing an image of a subject and outputting image data representing the image of the subject;

a display unit for displaying the image of the subject represented by the image data, the display unit also displaying, on the image of the subject, a mark indicative of a center point of an electronic zoom area prior to initiation of a designating operation of the electronic zoom area by a user~~designation of the electronic zoom area~~, the center point of the electronic zoom area being different from a center point of the of the image of the subject;

an electronic zoom device that designates an electronic zoom area in the image of the subject and electronically magnifies the image in the designated zoom area, and specifies a center point of the electronic zoom area, the specified center point being different from a center point of the image of the subject represented by the image data output from said image sensing device; and

a light-emission control unit for controlling a strobe light-emission device in accordance with electronically magnified image, such that the strobe light-emission device illuminates precisely a position of a subject that corresponds to the center point of the designated electronic zoom area.

10. (Previously Presented) The image sensing apparatus of claim 9, wherein the electronic zoom device electronically magnifies the image in the designated zoom area by changing a downsampling ratio.